

IN THE CLAIMS

Please amend claims 188, 190, 199, 254, 285-287, 294-301, 303-304, and 306 as follows:

--188. (CURRENTLY AMENDED) A system as defined in claim 184
C1 5 wherein said "information superhighway" data link comprises
an integrated services digital network ("ISDN")-network.

C2 190. (CURRENTLY AMENDED) A system as defined in claim 184
wherein said "information superhighway" data link comprises
10 a cable access television ("CATV") line. 7

C3 199. (CURRENTLY AMENDED) A system as defined in claim 184
wherein said "information superhighway" data link comprises
a radio frequency ("RF") cellular network.

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C4 254. (CURRENTLY AMENDED) A system as defined in claim 253
wherein said service includes displaying promotional
programming material on said display unit ~~of said user.~~

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285. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said feature recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

286. (CURRENTLY AMENDED) A system as defined in claim 285 wherein said feature recognition unit is linked to a personal computer.

287. (CURRENTLY AMENDED) A system as defined in claim 285 wherein said feature recognition unit is linked to a wireless interface.

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294. (CURRENTLY AMENDED) A system as defined in claim 285 wherein said feature recognition unit is linked to a personal digital assistant.

20 295. (CURRENTLY AMENDED) A system as defined in claim 285 wherein said feature recognition unit is linked to an Internet appliance.

296. (CURRENTLY AMENDED) A system as defined in claim 285
wherein said feature recognition unit is linked to a
television set.

5 297. (CURRENTLY AMENDED) A system as defined in claim 285
wherein said feature recognition unit comprises a portion
of a cellular telephone.
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C4*

10 298. (CURRENTLY AMENDED) A system as defined in claim 285
wherein said feature recognition unit comprises a portion
of a personal digital assistant.

15 299. (CURRENTLY AMENDED) A system as defined in claim 285
wherein said feature recognition unit comprises a portion
of a remote control unit.

300. (CURRENTLY AMENDED) A system as defined in claim 285
wherein said feature recognition unit comprises a portion
of a handwriting implement

Concl'd 5
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301. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a travel ticket;

scanning said machine recognizable feature of said travel ticket; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said travel ticket.

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15 303. The method of claim 301 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon~~, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark~~,
20 magnetic strip, code, analog pattern, and hieroglyphic character.

304. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a travel ticket, comprising the steps of:

imprinting a machine recognizable feature within said

5 travel ticket, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said travel ticket and downloading data indicative of
10 said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user
15 allowing said user to perceive said programming material in a humanly perceptible form, wherein said programming material is related to said travel ticket.

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306. The method of claim 304 wherein said machine
recognizable feature is selected from a group consisting of
a bar code, universal product code, invisible bar code,
magnetic code, printed character, symbol, ~~icon~~, invisible
5 indicia, two-dimensional figure, icon, invisible icon,
watermark, invisible watermark, digital watermark, series
of alphanumeric characters, binary code, ~~digital watermark~~,
magnetic strip, code, analog pattern, and hieroglyphic
character.--
